

ABSTRACT OF THE DISCLOSURE

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An Internet-based directory information system for providing toll free telephone numbers and other company information based on product or service advertising. The system includes a database of company information, including toll free telephone numbers, and advertising information; a first Internet web site via which companies are able to enter the information relating to their advertising and products or services, as well as other information relating to their company; a first data network for transmitting the company information and the advertising information to the database; a second Internet web site via which search requests for company information (including toll free telephone numbers) can be framed based on advertising information; and a second data network for transmitting the search request to the database and subsequently transmitting search results to the second web site. The first and second web sites are configured with separate first and second graphic user interfaces for the entering of company information and search request information, respectively. The second web site can be replaced by a telephone-based directory service configured with a voice/button caller interface for the providing of search request information, thus creating a telephone-based directory information service. The database correlates the entered company information (including toll free telephone number) to the advertising information, compares the company-provided advertising information to the search request-provided advertising information, and formulates a search result based on matches between the search request and the company-provided advertising information.